


[< Back to results](#)

Database(s)

Sub14-26FT

Gale Group Marketing & Advertising Reference Service®, File 570 (1984 - present)

Business Dateline, File 635 (1985 - present)

(Baltimore) The Sun, File 714 (Sep 1990 - present)

(Cleveland) The Plain Dealer, File 725 (Aug 1991 - present)

(Phoenix) The Arizona Republic/The Phoenix Gazette, File 492 (PG) (April 1986 - Jan 1997)

(Portland) The Oregonian, File 704 (1989 - present)

Atlanta Journal-Constitution, File 713 (1989 to the present)

Denver Post, File 387 (1994 - present)

New York Times - Fulltext, File 471 (1980 - present)

Newsday and New York Newsday, File 638 (1987 - present)

Rocky Mountain News, File 641 (Jun 1989 - present)

San Francisco Chronicle, File 640 (1988 - present)

St. Louis Post-Dispatch, File 494 (1988 - present)

St. Petersburg Times, File 735 (Oct 1989 - present)

The Boston Globe, File 631 (Jan 1980 - present)

The Christian Science Monitor, File 715 (1989 - present)

The Miami Herald, File 702 (1983 - present)

The Philadelphia Inquirer, File 633 (1983 - present)

USA Today, File 703 (1989 - present)

Daily and Sunday Telegraph (London), File 756 (Sep 2000 - present)

Independent (London), File 711 (Oct 1988 to 2006)

Mirror Group Publications (United Kingdom), 757 (Various start dates - present)

The Irish Times, File 477 (Feb 1999 - present)

Times/Sunday Times (London), File 710 (1988 - present)

Search History

Set#	Query
L1	(word\$1 keyword\$1 phrase\$1) WITH (turn turn\$3 convert\$3 transform\$3 link\$3 tie\$1 tying add\$3 provid?\$2 make making) WITH (adverti??\$5 listing\$1 promotion\$2 (product ADJ information) commercials (commerical ADJ message\$1) coupon\$1 incentive\$1)

L2	L1 SAME (((Internet URL online "on-line" network LAN (world ADJ2 Web) website webpage homepage ((web home) ADJ (page site)))) SAME browser)
L3	L2 AND @pd<20001110
L4	L2 AND @pd<20010701

HP taps RealNames to simplify, improve the online experience ; Net keyword provider readies offline ad service.(Hewlett-Packard)(Brief Article)

Format: 9

9/9/4 (Item 4 from file: 570)

01936084 **Supplier Number:** 63643702

HP taps RealNames to simplify, improve the online experience ; Net keyword provider readies offline ad service.(Hewlett-Packard)(Brief Article)

Johnson, Bradley

Advertising Age , v 71 , p 48

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Language: English **Record Type:** Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal ; Trade

Word Count: 575

Text:

Hewlett-packard co., looking to simplify how customers get into its Web site, today will announce a deal to use RealNames Corp.'s Internet Keywords program.

HP bought about 1,000 keywords, including "invent," its slogan; "HP"; "HP Pavilion"; "HP Support"; and even "Carly Fiorina," its high-profile president-CEO. It will use keywords in offline ads, in packaging and on products. **Internet** users could type a keyword to go directly to the relevant **Web page**.

OPTIMISM ABOUT IPO

The deal comes as RealNames prepares to make news on a number of fronts. Chairman-CEO Keith Teare said RealNames hopes to announce a round of financing from new investors within six weeks and then refile for an initial public stock offering by summer's end. RealNames also is working to port its technology to wireless devices and TV set-top boxes. And it's readying a late-year launch of a keyword service to help marketers track effectiveness of broadcast and print ads.

RealNames called off an IPO this spring after Microsoft Corp. bought a 20% stake and the dot-com financial market turned soft.

HP isn't RealNames' largest customer; [MP3.com](#) is the biggest in revenue. Separately, eBay and Panasonic Consumer Electronics Co. have bought more keywords.

But HP is a high-profile, logical customer. RealNames' **keywords** mesh with HP's marketing strategy to simplify its messages and help customers find what they want inside its massive site.

"It's (about) **making** the **Internet** work for you--you not having to work the **Internet**," said Maia Ozguc, HP director of global brand **advertising**.

HP secured a one-year renewable contract for **keywords** accessible on certain browsers and search engines in the U.S. Mr. Teare

said HP has the option for rights in other countries, something he expects to happen in two to three months.

Terms weren't disclosed. RealNames' average deal for larger marketers is \$500,000 for unlimited keyword usage.

BROWSERS WHERE KEYWORDS WORK

RealNames' keywords work automatically in the address line of Microsoft Corp.'s **Internet** Explorer, the dominant Web **browser**, and in the search function of such properties as AltaVista Co., Google, Go **Network**, Inktomi and Microsoft's MSN.

But the keywords don't automatically work in the address line of America Online's Netscape Navigator; Netscape has a rival Smart Browsing keyword feature, and an AOL keyword feature is ubiquitous in promotions of AOL marketing partners.

As a result, Ms. Ozguc figures HP's RealNames keywords will be usable for about 70% of HP's target audience.

Until and unless RealNames and AOL set one keyword standard, there will be some marketplace confusion over keywords. "That is an unfortunate situation," Ms. Ozguc said. But "with RealNames, we do reach a critical mass of people. . . . It would be nice to have a (universal keyword). But it's nice to solve the problem as far as we can go."

HP is huddling with agency Goodby, Silverstein & Partners, San Francisco, to sort out how to deploy keywords vs. hp.com in offline ads.

TRACKING IMPACT

Separately, RealNames plans to launch a service--starting at about \$1 million a year--allowing TV, radio and print advertisers to track referrals to Web sites using keywords to gauge effectiveness of offline ads. After a TV spot runs, an advertiser could see how much traffic and what regions visited the site. Print ads would use distinct keywords--a possible solution to the challenge that readers often ignore long, trackable URLs and go simply to, say, hp.com. RealNames is working with Grey Interactive to gauge advertisers' needs for the service.

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Industry Names: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

SIC Codes: 7372 (Prepackaged software); 3571 (Electronic computers); 4822 (Telegraph & other communications)

Naics Codes: 51121 (Software Publishers); 334111 (Electronic Computer Manufacturing); 514191 (On-Line Information Services)

Ticker Symbols: HWP

Special Features: LOB; COMPANY

Advertising Codes: 25 New Electronic Marketing